

CLAIMS

1. A method for verification of review of a provided information by an information consumer comprising:

5 inserting one or more signifiers into said provided information;
providing an incentive for said information consumer to review said provided information; and
delivering said incentive to said information consumer, if said information consumer indicates sufficient knowledge of said signifiers.

10 2. The method of claim 1 wherein said incentive is reduced cost to said information consumer for a product.

15 3. The method of claim 1 wherein said incentive is reduced cost to said information consumer for a service.

20 4. The method of claim 1 wherein said step of delivering comprises:
determining whether a number of signifiers to which said information consumer has indicated knowledge is higher than a threshold value.

25 5. The method of claim 1 wherein said step of delivering comprises:
deriving a number by applying a formula to said information consumer's indications of signifier knowledge; and
determining whether said number is higher than a threshold value.

6. The method of claim 1 wherein knowledge of a first signifier is indicated by placing a telephone call.

7. The method of claim 1 wherein knowledge of a first signifier is indicated by connection to a web site.

5 8. The method of claim 1 wherein knowledge of a first signifier is indicated by sending an electronic mail message.

9. The method of claim 1 wherein knowledge of a first signifier is indicated by sending a postal mailing.

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10. The method of claim 1 wherein knowledge of a first signifier is indicated by sending a facsimile.

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11. The method of claim 1 wherein knowledge of a first signifier is indicated by transmitting a written response.

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12. The method of claim 1 wherein said step of delivering comprises:
providing a conversion code; and
converting said signifiers into desired information using said conversion code.

13. The method of claim 12 wherein said desired information is contact information.

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14. The method of claim 12 wherein said desired information is a lottery number.

15. The method of claim 12 wherein said desired information is a number that grants said information consumer access to said incentive.

16. The method of claim 12 wherein said conversion code is provided in the form of a game card.

5 17. The method of claim 16 wherein said desired information is directly revealed by said signifiers.

18. The method of claim 16 wherein said desired information is revealed by a scratch-off pattern indicated by said signifiers.

10 19. The method of claim 16 wherein said desired information is revealed by a peel-off pattern indicated by said signifiers.

15 20. The method of claim 16 wherein said desired information is revealed by an add-on pattern indicated by said signifiers.

21. The method of claim 1 wherein said provided information is divided into partitions.

20 22. The method of claim 1 wherein said incentive is the ability to use a product.

23. The method of claim 22 wherein said product is medication.

25 24. The method of claim 23 wherein said provided information is medical instructions.

25. The method of claim 1 wherein said provided information is instructional material for a product.

26. The method of claim 25 wherein said incentive is improved customer support for said product.

27. The method of claim 1 wherein said incentive comprises:
a second provided information wherein said second provided information contains one or more second signifiers.

28. The method of claim 1 further comprising:
providing said provided information at an event.

29. The method of claim 28 wherein said provided information is one or more advertisements on the wall of a structure.

30. The method of claim 28 wherein said provided information is one or more advertisements on the field of a ball park.

31. The method of claim 28 wherein said provided information is one or more images added to a video image of said event.

32. The method of claim 1 further comprising:
partitioning said provided information into a number of partitions; and
associating each of said partitions with a unitary product wherein all of said unitary products with which said partitions are associate are sold together as one product.

33. The method of claim 1 further comprising:
providing a recording card.

34. The method of claim 33 wherein said recording card has more than one layer.

35. The method of claim 34 wherein each layer contains printed information.

36. The method of claim 35 wherein a first layer has underprinting.

37. The method of claim 36 wherein said step of delivering comprises:
manipulating said layers of said recording card.

38. The method of claim 37 wherein said step of manipulating comprises:
removing printing.

39. The method of claim 37 wherein said step of manipulating comprises:
moving printing.

40. The method of claim 37 wherein said step of manipulating comprises:
removing underprinting.

41. The method of claim 37 wherein said step of manipulating comprises:
moving underprinting.

42. The method of claim 37 wherein said step of manipulating comprises:
removing a first layer.

43. The method of claim 37 wherein said step of manipulating comprises:
moving a first layer

44. The method of claim 33 wherein said recording card is integrated into a
5 product.

45. The method of claim 44 wherein said recording card is part of the case of said
product.

10 46. The method of claim 1 wherein said signifiers encode regional information.

47. The method of claim 1 wherein said provided information is an assigned text
in electronic form.

15 48. The method of claim 47 wherein said step of delivering comprises:
electronically detecting said signifiers as said information consumer reviews said text;
transmitting said detected signifiers to a sufficiency determiner; and
determining whether said detected signifiers are sufficient to earn said information
consumer said incentive.

20 49. The method of claim 1 further comprising:
detecting a physical presence of said information consumer.

50. A review verification system comprising:
25 an insertion unit configured to insert one or more signifiers into a provided
information;

an incentive system configured to provide an incentive for a information consumer to review said provided information; and

a delivery system configured to deliver said incentive to said information consumer, if said information consumer indicates sufficient knowledge of said signifiers.

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51. The review verification system of claim 50 wherein said incentive is reduced cost to said information consumer for a product.

52. The review verification system of claim 50 wherein said incentive is reduced
10 cost to said information consumer for a service.

53. The review verification system of claim 50 wherein said delivery system comprises:

a determiner configured to determine whether a number of signifiers to which said
15 information consumer has indicated knowledge is higher than a threshold value.

54. The review verification system of claim 50 wherein said delivery system comprises:

a derivation unit configured to derive a number by applying a formula to said
20 information consumer's indications of signifier knowledge; and

a determiner configured to determine whether said number is higher than a threshold value.

55. The review verification system of claim 50 wherein knowledge of a first
25 signifier is indicated by placing a telephone call.

56. The review verification system of claim 50 wherein knowledge of a first signifier is indicated by connection to a web site.

57. The review verification system of claim 50 wherein knowledge of a first signifier is indicated by sending an electronic mail message.

58. The review verification system of claim 50 wherein knowledge of a first signifier is indicated by sending a postal mailing.

59. The review verification system of claim 50 wherein knowledge of a first signifier is indicated by sending a facsimile.

60. The review verification system of claim 50 wherein knowledge of a first signifier is indicated by transmitting a written response.

61. The review verification system of claim 50 wherein said delivery system comprises:

a mechanism configured to provide a conversion code; and

a converter configured to convert said signifiers into desired information using said conversion code.

62. The review verification system of claim 61 wherein said desired information is contact information.

63. The review verification system of claim 61 wherein said desired information is a lottery number.

64. The review verification system of claim 61 wherein said desired information is a number that grants said information consumer access to said incentive.

5 65. The review verification system of claim 61 wherein said conversion code is provided in the form of a game card.

66. The review verification system of claim 65 wherein said desired information is directly revealed by said signifiers.

10 67. The review verification system of claim 65 wherein said desired information is revealed by a scratch-off pattern indicated by said signifiers.

15 68. The review verification system of claim 65 wherein said desired information is revealed by a peel-off pattern indicated by said signifiers.

69. The review verification system of claim 65 wherein said desired information is revealed by an add-on pattern indicated by said signifiers.

20 70. The review verification system of claim 50 wherein said provided information is divided into partitions.

71. The review verification system of claim 50 wherein said incentive is the ability to use a product.

25 72. The review verification system of claim 71 wherein said product is medication.

73. The review verification system of claim 72 wherein said provided information is medical instructions.

74. The review verification system of claim 50 wherein said provided information is instructional material for a product.

75. The review verification system of claim 74 wherein said incentive is improved customer support for said product.

76. The review verification system of claim 50 wherein said incentive comprises: a second provided information wherein said second provided information contains one or more second signifiers.

77. The review verification system of claim 50 further comprising: providing said provided information at an event.

78. The review verification system of claim 77 wherein said provided information is one or more advertisements on the wall of a structure.

79. The review verification system of claim 77 wherein said provided information is one or more advertisements on the field of a ball park.

80. The review verification system of claim 77 wherein said provided information is one or more images added to a video image of said event.

81. The review verification system of claim 50 further comprising:

a partitioner configured to partition said provided information into a number of partitions; and

an association unit configured to associate each of said partitions with a unitary product wherein all of said unitary products with which said partitions are associate are sold together as one product.

82. The review verification system of claim 50 further comprising:
a mechanism configured to provide a recording card.

83. The review verification system of claim 82 wherein said recording card has more than one layer.

84. The review verification system of claim 83 wherein each layer contains printed information.

85. The review verification system of claim 84 wherein a first layer has underprinting.

86. The review verification system of claim 85 wherein said delivery system comprises:

a manipulation unit configured to manipulate said layers of said recording card.

87. The review verification system of claim 86 wherein said manipulation unit comprises:

a print removing unit configured to remove printing.

88. The review verification system of claim 86 wherein said manipulation unit comprises:

a print moving unit configured to move printing.

89. The review verification system of claim 86 wherein said manipulation unit comprises:

an underprinting removing unit configured to remove underprinting.

90. The review verification system of claim 86 wherein said manipulation unit comprises:

an underprinting moving unit configured to move underprinting.

91. The review verification system of claim 86 wherein said manipulation unit comprises:

a layer removing unit configured to remove a first layer.

92. The review verification system of claim 86 wherein said manipulation unit comprises:

a layer moving unit configured to move a first layer

93. The review verification system of claim 82 wherein said recording card is integrated into a product.

94. The review verification system of claim 93 wherein said recording card is part of the case of said product.

95. The review verification system of claim 50 wherein said signifiers encode regional information.

96. The review verification system of claim 50 wherein said provided information
5 is an assigned text in electronic form.

97. The review verification system of claim 96 wherein said delivery system comprises:

a detector configured to electronically detect said signifiers as said information
10 consumer reviews said text;
a transmitter configured to transmit said detected signifiers to a sufficiency determiner; and
a determiner configured to determine whether said detected signifiers are sufficient to
earn said information consumer said incentive.

15 98. The review verification system of claim 50 further comprising:
a detector configured to detect a physical presence of said information consumer.

99. A computer program product comprising:
20 a computer usable medium having computer readable program code embodied therein
configured to verify review of a provided information by an information consumer, said
computer program product comprising:

computer readable code configured to cause a computer to insert one or more
signifiers into a provided information;
25 computer readable code configured to cause a computer to provide an incentive for a
information consumer to review said provided information; and

computer readable code configured to cause a computer to deliver said incentive to said information consumer, if said information consumer indicates sufficient knowledge of said signifiers.

5 100. The computer program product of claim 99 wherein said incentive is reduced cost to said information consumer for a product.

101. The computer program product of claim 99 wherein said incentive is reduced cost to said information consumer for a service.

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102. The computer program product of claim 99 wherein said computer readable code configured to cause a computer to deliver comprises:

15 computer readable code configured to cause a computer to determine whether a number of signifiers to which said information consumer has indicated knowledge is higher than a threshold value.

103. The computer program product of claim 99 wherein said computer readable code configured to cause a computer to deliver comprises:

20 computer readable code configured to cause a computer to derive a number by applying a formula to said information consumer's indications of signifier knowledge; and

 computer readable code configured to cause a computer to determine whether said number is higher than a threshold value.

25 104. The computer program product of claim 99 wherein knowledge of a first signifier is indicated by placing a telephone call.

105. The computer program product of claim 99 wherein knowledge of a first signifier is indicated by connection to a web site.

106. The computer program product of claim 99 wherein knowledge of a first signifier is indicated by sending an electronic mail message.

107. The computer program product of claim 99 wherein knowledge of a first signifier is indicated by sending a postal mailing.

108. The computer program product of claim 99 wherein knowledge of a first signifier is indicated by sending a facsimile.

109. The computer program product of claim 99 wherein knowledge of a first signifier is indicated by transmitting a written response.

110. The computer program product of claim 99 wherein said computer readable code configured to cause a computer to deliver comprises:
computer readable code configured to cause a computer to provide a conversion code;
and
computer readable code configured to cause a computer to convert said signifiers into desired information using said conversion code.

111. The computer program product of claim 110 wherein said desired information is contact information.

112. The computer program product of claim 110 wherein said desired information is a lottery number.

113. The computer program product of claim 110 wherein said desired information is a number that grants said information consumer access to said incentive.

5 114. The computer program product of claim 110 wherein said conversion code is provided in the form of a game card.

115. The computer program product of claim 114 wherein said desired information is directly revealed by said signifiers.

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116. The computer program product of claim 114 wherein said desired information is revealed by a scratch-off pattern indicated by said signifiers.

117. The computer program product of claim 114 wherein said desired information is revealed by a peel-off pattern indicated by said signifiers.

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118. The computer program product of claim 114 wherein said desired information is revealed by an add-on pattern indicated by said signifiers.

119. The computer program product of claim 99 wherein said provided information is divided into partitions.

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120. The computer program product of claim 99 wherein said incentive is the ability to use a product.

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121. The computer program product of claim 120 wherein said product is medication.

122. The computer program product of claim 121 wherein said provided information is medical instructions.

5 123. The computer program product of claim 99 wherein said provided information is instructional material for a product.

124. The computer program product of claim 123 wherein said incentive is improved customer support for said product.

10 125. The computer program product of claim 99 wherein said incentive comprises:
a second provided information wherein said second provided information contains
one or more second signifiers.

15 126. The computer program product of claim 99 further comprising:
providing said provided information at an event.

127. The computer program product of claim 126 wherein said provided information is one or more advertisements on the wall of a structure.

20 128. The computer program product of claim 126 wherein said provided information is one or more advertisements on the field of a ball park.

25 129. The computer program product of claim 126 wherein said provided information is one or more images added to a video image of said event.

130. The computer program product of claim 99 further comprising:

computer readable code configured to cause a computer to partition said provided information into a number of partitions; and

computer readable code configured to cause a computer to associate each of said partitions with a unitary product wherein all of said unitary products with which said

5 partitions are associate are sold together as one product.

131. The computer program product of claim 99 further comprising:

computer readable code configured to cause a computer to provide a recording card.

10 132. The computer program product of claim 131 wherein said recording card has more than one layer.

133. The computer program product of claim 132 wherein each layer contains printed information.

15 134. The computer program product of claim 133 wherein a first layer has underprinting.

20 135. The computer program product of claim 134 wherein said computer readable code configured to cause a computer to deliver comprises:

computer readable code configured to cause a computer to manipulate said layers of said recording card.

25 136. The computer program product of claim 135 wherein said computer readable code configured to cause a computer to manipulate comprises:

computer readable code configured to cause a computer to remove printing.

137. The computer program product of claim 135 wherein said computer readable code configured to cause a computer to manipulate comprises:

computer readable code configured to cause a computer to move printing.

5 138. The computer program product of claim 135 wherein said computer readable code configured to cause a computer to manipulate comprises:

computer readable code configured to cause a computer to remove underprinting.

10 139. The computer program product of claim 135 wherein said computer readable code configured to cause a computer to manipulate comprises:

computer readable code configured to cause a computer to move underprinting.

140. The computer program product of claim 135 wherein said computer readable code configured to cause a computer to manipulate comprises:

15 computer readable code configured to cause a computer to remove a first layer.

141. The computer program product of claim 135 wherein said computer readable code configured to cause a computer to manipulate comprises:

computer readable code configured to cause a computer to move a first layer

20 142. The computer program product of claim 131 wherein said recording card is integrated into a product.

25 143. The computer program product of claim 142 wherein said recording card is part of the case of said product.

144. The computer program product of claim 99 wherein said signifiers encode regional information.

145. The computer program product of claim 99 wherein said provided
5 information is an assigned text in electronic form.

146. The computer program product of claim 145 wherein said computer readable code configured to cause a computer to deliver comprises:

computer readable code configured to cause a computer to electronically detect said
10 signifiers as said information consumer reviews said text;

computer readable code configured to cause a computer to transmit said detected signifiers to a sufficiency determiner; and

computer readable code configured to cause a computer to determine whether said detected signifiers are sufficient to earn said information consumer said incentive.

147. The computer program product of claim 99 further comprising:

computer readable code configured to cause a computer to detect a physical presence
of said information consumer.